



2008 Indiana Play Pack

This one-color, PMS 384 U, one-year publication features getaway packages organized by region. Each getaway package provides an Indiana traveler with value and the convenience of booking a complete getaway with just one phone call. Indiana Play Pack features a traditional brochure size that it is easy to fit in a car glovebox. All qualified getaway package offers also appear on VisitIndiana.com in 2008. It is estimated that in 2008, the newly redesigned VisitIndiana.com will be used by more than 2 million visitors.

In 2008, 350,000 Play Packs will be printed and distributed.

Contact your regional account executive to participate.

2008 Indiana Play Pack Distribution

Direct mail to subscribers	165,000
Welcome centers, rest areas, and visitors centers, AAA offices	31,000
Fulfillment to requests generated by advertising	125,000
Consumer shows, State Fair	15,000
Indiana legislators	14,000
Total distribution	350,000

2008 Indiana Play Pack Display Advertising

Display advertising is the best way to convey a hotel property's or attraction's unique features, the travel discounts offered, and package details. A display ad provides one full year of exposure in the 2008 Play Pack using ARTWORK PROVIDED BY THE ADVERTISER. It is an effective complement to a package listing. In 2008, 350,000 Indiana Play Packs will be printed.

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Size	Dimension	Price per Year	SPECIAL ARTWORK NOTE
Outside back cover, 4-color	3.5" x 8.5" non-bleed 4.25" x 9.25" bleed 4" x 9" trim	\$8,200	ALL ADS MUST BE SUBMITTED IN BLACK AND WHITE OR GRAYSCALE. PMS 384 U will be substituted during the printing process.
Inside front cover, 4-color	3.5" x 8.5" non-bleed 4.25" x 9.25" bleed 4" x 9" trim	\$6,750	
Inside back cover, 4-color	3.5" x 8.5" non-bleed 4.25" x 9.25" bleed 4" x 9" trim	\$5,000	
Two-page ad, 1-color PMS 384 U (two pages can be a spread or back-to-back)	7.25" x 8.25"	\$2,000	
Full-page vertical ad, 1-color PMS 384 U	3.25" x 8.25"	\$1,200	

NOTE: "Cut-out-to-redeem" discount offers must only be placed in a back-to-back, two-page spread. This policy ensures that no other advertiser's ad could appear on the back of a cut-out offer.

FREE Offers

Getaway Packages

The Indiana Office of Tourism Development encourages businesses around the state to develop getaway packages that make it easy for travelers to experience more throughout the state. To encourage overnight travelers, each package should be managed by a lodging facility, and have a single price point with off-property activities included. Additional package components could include attractions, retails, outlet or antique malls, merchants associations, restaurants, events, etc.

Visit www.in.gov/tourism/ to apply for a free 2008 Indiana Play Pack Getaway Package. Fill out the online application before June 15, 2007. Only getaway packages that meet criteria set by IOTD that submit an online application may receive a listing in the 2008 Indiana Play Pack. Getaway Packages will also be featured on VisitIndiana.com throughout 2008.

Contact your regional account executive with any questions. June 15, 2007, is the deadline to apply.

Discount Coupons

Discount coupons are featured on VisitIndiana.com on the Travel Discounts page. Attractions, restaurants, retailers, hotels, motels, bed and breakfasts, and campgrounds, are all encouraged to submit discount coupons for travelers to print out on VisitIndiana.com.

Visit www.in.gov/tourism/ to apply for a free discount coupon to appear on VisitIndiana.com.